CLAIMS

What is claimed is:

5   1.   A method for creating a message campaign, said message campaign providing a narrative framework for creating personalized messages for an intended audience, wherein said personalized message is based on user profile data of said intended audience, said method comprising:

        creating at least one default message example of a personalized message;

10   delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which a personalized message will be distributed;

        creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;

15   using said entity profile template for generation of target entities profiles and status;

        constructing a message template; and

        constructing a message resource library.

2.   The method of claim 1 wherein said constructed message template includes a plurality of

20   media segment slots.

3.   The method of claim 2 wherein said message resource library includes a plurality of media segments, each media segment corresponding to one of said media segment slots of said message template.

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4.   The method of claim 3 wherein several media segments correspond to a same one of said media segment slots of said message template.

5.   The method of claim 3 wherein said message resource library includes media segments

created specifically for said message campaign.

6. The method of claim 1 further including the step of:

defining a distribution channel selection, for distributing created personalized messages

5 to target entities.

7. The method of claim 1 further including the step of:

defining interactive query responses, for acquiring additional information about said

target entity.

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8. The method of claim 1 further including the step of:

defining environmental status factors which are updated at the time the created

personalized message is transmitted to the target entity.

9.   A system for creating a message campaign for a client, said message campaign providing a narrative framework for creating personalized messages for an intended audience, wherein said personalized message is based on user profile data on said intended audience; said system

5   comprising:

a client interface component, to allow said client to create at least one default message example of the personalized message, said client interface component also allowing said client to delineate general characteristics of members of said intended audience, and to assist said client in creating a set of target entity qualification data factors for use in database searches to acquire a

10   list of entities to which the personalized message will be distributed;

an entity profile template creation component, to create an entity profile template based on said target entity qualification data factors, said entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search;

15   a target entity profile component, responsive to said entity profile template, to generate target entities profiles and status;

a message template constructor, responsive to said at least one default message example, to construct a message template; and

a resource library constructor, responsive to said at least one default message example, to

20   create a message resource library.

10.   The system of claim 9 wherein said message template constructor constructs a plurality of different message templates.

25   11.   The system of claim 9 wherein said client interface component also allows said client to define environmental status factors, which are updated at the time the personalized message is transmitted.

12.   A method for creating a message campaign, said message campaign providing a narrative framework for creating personalized messages for an intended audience, wherein said personalized message is based on user profile data on said intended audience, said method comprising:

5   encoding at least one default message example of the personalized message;

delineating general characteristics of members of said intended audience and creating a set of target entity qualification data factors for use in database searches to acquire a list of entities to which the personalized message will be distributed;

creating an entity profile template including a substantially complete definition of

10   information about each of said entities that is to be acquired by said database search;

using said entity profile template for generation of target entities profiles and status;

defining a distribution channel selection;

defining delivery window specifications;

defining interactive query responses for acquiring additional information about said target

15   entity;

defining environmental status factors which are updated at the time the personalized message is transmitted;

constructing a message template; and

constructing a message resource library.

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